NOAA Education Council Meeting

Date/Time: August 19, 2015 / 1:00–4:00 pm
Location: SSMC3, Room 14836
Dial-in: 866.901.0711
Contact: Lisa Nakamura (202) 482-3139, Patrick Drupp (202) 482-9183

Adobe Connects Link to Meeting: http://connectpro46305642.adobeconnect.com/edcouncil/

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AGENDA
1:00   Welcome/Opening remarks

1:10   Council Working Groups (*Input requested*)
- Intro - Lisa Nakamura (2 min)
- Local/Regional Collaboration - Lisa Hiruki-Raring & Stephanie Bennett (7 min, including discussion)
- Product/Program Development & Delivery - Jon Lilley (7 min, including discussion)
- Internal Professional Development - Julia Galkiewicz & Sarah Schoedinger (7 min, including discussion)
- Underserved Audiences - Kristen Jabanoski & Nina Jackson (7 min, including discussion)
- New Common Measures - John Baek (7 min, including discussion)
- Discussion (15 min)
- Next steps - Lisa Nakamura (3 min)

2:05   Break (10 min)

2:15   Unified Data Call Overview (*Informational*) - Lisa Nakamura, John Baek, and Marissa Jones (20 min presentation/ 20 min discussion)

2:55   Programmatic Actions (*Informational*) - Lisa Nakamura & John Baek (10 min presentation/ 10 min discussion)

3:15   Updates and announcements

Upcoming Council Meetings:
September 16, 2015
October 21, 2015
November 18, 2015
December 16, 2015
ATTENDANCE

In room (10): Louisa Kock (LK), John Baek (JB), Jessica Cooper (JC), Mary Fairbanks (MF), Julia Galkiewicz (JG), Kristen Jabonoski (KJ), Jon Lilley (JL), Christos Michalopoulos (CM), Lisa Nakamura (LN), Bronwen Rice (BR).

On phone (11): Stephanie Bennett (SB), Amy Clark (AC), Ron Gird (RG), Lisa Hiruki-Raring (LHR), Atziri Ibanez (AI), Marlene Kaplan (MK), Paula Keener (PK), Judy Koepsell (JK), Rochelle Plutchak (RP), Sarah Schoedinger (SS), Kristen Tronvig (KT).

SUMMARY OF ACTION ITEMS AND DECISIONS

- **ACTION:** MF and RG to help the Local/Regional Collaboration group find possible representatives from NWS.
- **ACTION:** Decide method of tracking working group membership at the September CoComm
- **DECISION:** Recommended that the Local/Regional Collaboration group moves forward to a virtual vote.
- **DECISION:** Recommended that the P2D2 group moves forward to a virtual vote.
- **DECISION:** Recommended that the Internal Professional Development group moves forward to a virtual vote.
- **DECISION:** Recommended that the New Common Measure group does not move forward to a virtual vote.
- **ACTION:** LN will draft the recommendation to move forward with the first four groups and initiate the virtual vote.
- **ACTION:** Council members to vote on moving the first four groups forward by 9/4.
- **ACTION:** LN to circulate an email with the important dates for the UDC and the Implementation Plan to Council members.

Opening Remarks from Louisa

- The NOAA Education Strategic plan is complete – thanks to Marissa! We are currently conducting a final review of the proofs. Once that is completed we will order hard copies.
- Dr. Sullivan will be at the White House tomorrow for a climate literacy event for over 200 educators, policy leaders and students. Dr. Sullivan will announce an array of projects that NOAA is contributing to and that show the strength of the NOAA education community. Climate Stewards, Science on a Sphere, and NOAA's new partnership with WGBH (PBS Boston) will all be mentioned.

Council Working Groups

- LN: Have five Council actions that came out of the implementation retreat. Today the group leaders will provide an update on the status of the group. The idea is that the Council will vote on which groups are viable. That vote will be done virtually as not everybody is available today.

Local/Regional Collaboration – presented by Lisa Hiruki-Raring and Stephanie Bennett

- LHR: Have good geographical representation: have representatives from NE, SE, West Coast, Alaska, and Pacific Islands – do have a gap in the SW however.
- LHR: Overall good representation from line offices (Fisheries, NOS, OAR, Sanctuaries, B-WET, and NERRS) but missing NWS and NESDIS.

- LHR: Not yet been able to have an initial teleconference – aiming for first week of September. Plan to go over the purpose of the working group and look at which roles people are interested in taking on. Have two levels of roles: coordinator and participant.
- LHR: Have two pilot networks in mind – Alaska/Pacific North West. Already have an existing network in the Puget Sound area which connects with Alaska educators. We would like to build on it and make sure we include representatives that we are missing from other line offices in this region. Also have an established network in the Pacific Islands which will be another pilot.
- LHR: For those in regions without an established network, we will be looking at the difficulties or challenges they have. We can also look at what steps can be taken to establish a network or to start up a smaller network that can be built into a larger network.
- LHR: Plan to start with NOAA in Your Backyard and move out from there.
- LHR: Also plan to discuss whether we need to recruit more members to fill in the geographical and line office gaps.
- SB: Hoping to use a Google site to facilitate sharing of documents but need to find an existing Google site that could be re-appropriated. There are more people interested in the group, particularly from the Pacific region, but these people are not listed on the sign-up form. Also have interested parties from outside NOAA and need to think how to be able to include them.
    - LN: It seems appropriate to focus on a couple of pilot regions as discussed at the retreat and not having coverage of the whole country from the get-go. Is that still the plan and if so how important is geographic representation if we're mainly focusing on two pilot areas?
    - LHR: One member was interested in whether we could have a west coast working group but we don't have the representation to do that. By being part of the group this person could use what she learns to build her own network and recruit participants from her region. Also it would be helpful having other people from different regions in the group so then we can see what works and with future expansion plans – will need buy-in from other regions to move the regional networks forward after the pilots. There is a strong interest from people from other regions and it makes sense to include those who are interested.
- LK: NWS has great field strength and it is often possible find people in the field who would like to participate so that can be a very fruitful effort.
- **ACTION: MF and RG to help the Local/Regional Collaboration group find possible representatives from NWS from NWS**.
- LK: NESDIS has a harder time with field strength – have fewer people in the regions and they tend to think more globally/universally. It may be harder to get field involvement from NESDIS so set expectations appropriately.
- LK: It would be nice to have someone from the SW but no need to wait for that person. If you spend too much time upfront defining all the processes that might be applicable then you will lose time in actually working with the group's participants.

- LK: Regarding non-NOAA group members: in this case we won't be sharing any budget information so if a group wants to include a non-NOAA keystone partner then it shouldn't be a problem and it should be up to the regional leads.
- JB: Going forward, what will be the best way to manage the sign up sheets? Should it be up to the leads or will we continue to have a centralized sign-up sheet?
  - LK: the group we want to keep track of are the coordinators and participants to the working group and not the regional groups that form. The question is do we want to keep track of the evolution of all of the working groups.
  - LN: when groups get approved by the Council, we can use a CoComm meeting to decide the best way to track group membership.
- **ACTION: Decide method of tracking working group membership at the September CoComm**
- **DECISION: Recommended that the Local/Regional Collaboration group moves forward to a virtual vote.**

Product/Program Development & Delivery – presented by Jon Lilley
- JL: Had an initial scoping call. Had a discussion about the scope of the group and the stakeholders that the group might reach out to. Regarding stakeholders, the group feels there are a number of stakeholders interested in working with us so we won't have any trouble finding partners – both in formal and informal education. However, the timelines for stakeholders may be different based on where they are in state adoption of NGSS. States, districts, and teachers are looking for assistance regardless of where the state is in the adoption process.
- JL: The first step is a needs assessment – there is a need for some scoping work before we can identify what products we have that can be rolled out. Need to better understand what our stakeholders want before we can assess whether we have any products ready to disseminate in the next few months. Data in the Classroom – it was recognized that this could be a good product but not all of the modules are currently aligned to NGSS even though the modules do meet a lot of what is being asked in NGSS.
- JL: The group will look to attend as many stakeholder at upcoming meetings: e.g., NSTA Annual Meeting, State Supervisors meetings, District Supervisors meeting. Kim, Peg, and Frank will be attending NAAEE in October. Will be looking to set up focus groups and engage stakeholders in the process to better understand the needs.
- JL: The next step will be a group meeting in the first half of September to decide on specific tasks. The output of the group will in part be determined by the interests of the various members.
- CM: Is there a sense of how to prioritize the different constituents?
  - JL: This hasn't been determined yet – will likely depend on where the interest is in the group. One audience segment that was discuss was the K-5 group. NOAA has had challenges working in this age group before and NGSS has a lot of standards that align with NOAA products in this age range.
- LN: How close is the current thinking to the preliminary output from the retreat?

- o JL: The group still seems close to what was discussed with the first task being a needs assessment. There is still a lot of interest in the longer term piece of developing a rubric. Not yet sure what we have that can go out immediately. At the retreat we talked about getting products out in the next six months – not sure how close we are to this based on how long a needs assessment might take.
- CM: The CLEAN network has approved a number of NOAA products. If there is a desire to get some products out quickly then we could use that a starting point.
- **DECISION: Recommended that the P2D2 group moves forward to a virtual vote.**

Internal Professional Development – presented by Julia Galkiewicz

- JG: Had an initial call this week with the NOAA group members.
- JG: Agreed that the action is about testing ways of providing professional development, not creating PD curricula itself.
- JG: The group's task of providing four PD opportunities within two years is achievable, even though the group does not have many members – small but mighty!
- JG: Group members are happy to put in the time to test out different processes and are excited about moving forward. It would be nice to get more people from the field involved to ensure the group is more bottom-up driven rather than being too top-down. We hope to use what has been done in the past (e.g., book club and the needs assessment) to better understand what kind of PD people are looking for.
- LN: JC has signed up to help with this group.
- **DECISION: Recommended that the Internal Professional Development group moves forward to a virtual vote.**

Underserved Audiences – presented by Kristen Jabanoski

- KJ: The group had its first call – have representation from all of the line offices and a good number of people in the field. People are very enthusiastic about this topic. Hearing that people have been working on small programs reaching underserved audiences and don't feel their efforts have been acknowledged or reported before.
- KJ: The product the group is considering is a report that would consist of a survey to inventory programs that are reaching underserved audience across NOAA and then also have a set of case studies that would look in depth at successful programs. The case studies would look for commonalities between programs, tools used, strategies, lessons learned, best practices, and any evaluative data that the programs have.
- KJ: We have a first draft of the survey and will open it up to the wider group to have input on the survey at the next call. There is a lot of enthusiasm to get started. A number of people have been working with underserved audiences but it might not be in their performance plans or is only a small component of their plans. Having this report would validate their efforts as well as provide new ideas for their programs.
- LN: The survey seems like a new addition to the scope of this group – how does it fit in with case studies?

- o KJ: The group wanted to have a quantitative component – there seem to be a number of small programs working on this issue in NOAA so we wanted to make sure we have data that captures these smaller programs.
- o KJ: We plan to have several phases of the survey – review, administration, data analysis. The case studies will likely be more opportunistic – work with programs where we have contacts. Hope to be able to dig in to the case studies to get more detailed information.

New Common Measures – presented by John Baek

- JB: This group is not viable as proposed – the intent was to have a working group to assess which common measures should, or should not, be developed and provide oversight on this process. Additional members would then be recruited to work on developing measures. Only three people have signed up and because the decision making of this group was supposed to be representative of the Council, we needed better representation from the Council. JB did speak to each person signed up to understand their motivations – feel confident we can address their interests through the data team and Council activities. We still have a need to assess the development of new common measures – we plan to shift this decision making function to CoComm or the Council. The data team will run the analysis regarding which measures are viable and then present to the Council – we will then spin up teams to write the measures.
- LN: Having the Council as a forum for decisions regarding common measures is the appropriate place.
- **DECISION: Recommended that the New Common Measure group does not move forward to a virtual vote.**
- **ACTION: LN will draft the recommendation to move forward with the first four groups and initiate the virtual vote.**
- **ACTION: Council members to vote on moving the first four groups forward by 9/4.**
- LN: Reminded the Council that at the retreat we came up with tasks and deliverables. Now we are modifying and ground-truthing what we discussed. We need to stay focused on the implementation plan so there is a need to keep track of the working groups' tasks, actions, and deliverables. The plan is not to throw all of that work away but rather build off what we've done.
- LN: We will need to reconstruct the CoComm – to date this has been a group of the working group leads. We will be looking to change the membership of this committee to match the new groups. We will talk about this more at the September meeting.

Unified Data Call Overview

- LN and JB provided an overview of this year's unified data call (UDC).
- LN: This year we will be collecting ten common measures (two PD outcome measures plus the eight common measures from past years). Will be collecting the common measures using the Knack database. We will also collect accomplishment stories through Google Forms (photos will be submitted through the database).
- LN: Have any Council members been using the stories or the numbers to brief leadership?

- o LHR – have been using the numbers to talk to leadership about the importance of education.
- o LK: Line office leadership are also using the numbers to present their own performance. NWS, OAR both very interested in the data. The data has significant value. We can do a better job about getting it to leadership. When we produce next year's data we should send a notification to the line office leadership stating what NOAA and their line office is doing so that every line office sees the contribution their educators are making. This will help convey the value and magnitude of our education programs.
- o CM: This will be easier to do with the new database.
- LN: We would like to get the report out by January 31, 2016. This will be in time to LK's Hill visits and also give the report a longer shelf life.
  - o LK: People are accustomed to looking at yearly reports early on in the following year. This will give us 12 months of use rather than 5-6 (if we were to get the report out in the summer).
- LN outlined a timeline to enable us to finalize the report by early 2016.
- OEd will offer two times to walk-through the database (September 30 and October 5) to show Council members how to input. The new database should be a lot simpler than the Google Forms we used previously – we tried to make it as clean as possible.
- LHR: If each individual office enters their own data into the Knack database, would it be possible to summarize the data by office? For example, can we get all the entries that the Alaska Fisheries Science Center submits and compare them to the West Coast regional office? Or will all the date be combined into one Fisheries data point? JB: there is a part of the system that can collect these data at the individual office level. We can talk more about what will work for the Council members and provide support as needed.
- LN: This year we have a new Strategic Plan and we will be relating both the common measures and the stories to the new plan. This should definitely be done at the goal level but if the stories can address the objective level this will make them even stronger.
- JB provided an overview of the Knack database that we will be using to track common measures this year.
- LN: Council members will have a final opportunity to update FY14 estimates. It is important to have the final numbers when we reference them in the future.
  - o LK: The website will always show the latest data so when we finalize the FY15 data those will be on the website and we will not be showing the FY14 data. However, having the actuals for the FY14 data gives us a better idea of what the programs are doing. It allow us to run year-to-year comparisons and see trends over time. Providing the final numbers will make the data much more useful beyond the year in which it's collected and we would really appreciate the Council's help with this.
- LN: As noted we would like to publish the Accomplishments Report by January 31 prior to the Hill briefs. We will set up a story ideas submission period before the UDC window. We would like to focus the stories on relevance, response and results. Marissa has put together an FAQ document to help with this process.

- LHR: Is there a limit to the number of stories that should be submitted by each Council member? Last year there was a three story limit plus others that are cross-NOAA.
  - LN: Marissa addressed this in her FAQ document. We will stick to the three story limit per voting Council member but if there are other stories that cannot easily be assigned to a specific council member then these should be submitted as council-wide stories.
- LK: If people cannot make the database walk through hours can they call OEd at another time?
  - LN: Yes, absolutely. We are always available!
- LK: The framework of relevance, response, and results is a very simple framework that is used in many different venues (e.g., Sea Grant). It will make it much easier for the reader to see what we're doing. Our goal is to figure out how to tell the NOAA Education story better and being able to clearly articulate what we're accomplishing in these stories is a valuable resource to us. We anticipate a need for stories that touch on Goals 2, 3, and 5.
- LK: Not previously aware of the Knack database and not sure how familiar Council members are with it.
  - JB: The Knack database is an online database. Essentially it is a web application that stores data (akin to Survey Monkey). Would cost us $100,000s to develop such a system ourselves – the cost of signing up for Knack is $39 per month. It has all the features we would want to develop and it is very easy to use.
- LK: Any Council members interested in using an online database for other purposes may want to have an offline conversation with JB.
- KJ: Can the Knack database can handle PII?
  - JB: The database uses Amazon Web Services for its back-end so it is secure but we've not designed it to hold any PII for our purposes.
- LN outlined the tasks that Council members should do to prepare for the UDC. If Council members do not see a measure in the database that they would like to report then they should talk to JB. Everyone should have a calendar invite to the walk-through sessions.
- CM: Suggestion to circulate an email with the important dates for the UDC and accomplishments report seeing as how many people are currently away.
- **ACTION: LN to circulate an email with the important dates for the UDC and the Implementation Plan to Council members.**

Programmatic Actions
- LN provided an overview of the programmatic actions received for the Implementation Plan and outlined the next steps.
- LN: Have actions from 14 out of 16 Council units – 28 actions received in total covering all five goals.
- LN: We've set a target to complete the Implementation Plan by the new fiscal year. That would mean a target date of October 1. It is envisioned that the report will follow a similar format as past years, including introductory text and a summary table of actions. OEd is currently working of a draft based on what we've received to date.

- CM: This year the plan will also include Council actions from the Working Groups. OEd will provide additional guidance to the Working Group leads. We already have draft milestones but it is likely that some of these may change once the groups start meeting.
- LN: The Implementation Plan will focus on priority actions for the next two years that the Council is willing to push forward – the Plan won't cover every single thing we do. The idea is that the actions are ambitious enough to make progress but realistic enough to be attainable.
- LN: Looking to have a public version of the plan by our target date, along with an internal version which we will have more time to finalize.
- JB: The Data Team plans to provide support for Council members who are submitting data. Not intended to just be a once-a-year data call.
  - LN: The plan is to elevate the capacity of the Council in performance and evaluation.
- LN presented a hypothetical example to envision what a ground-truthing session might look like. Used Fisheries action of updating education materials on endangered species management which ties in to Fisheries' *Species in the Spotlight* campaign that will focus on eight endangered species
- LN: Would like to schedule consultation with Council members and complete the ground-truthing by September 11, assuming we are still targeting the start of the fiscal year for publishing the report. This could also be done virtually if preferred. OEd will seek to develop a draft plan by September 18.
  - o CM: Need to engage the CoComm with how to differentiate the public version of the Implementation Plan from the internal version.
  - o JL: This seems like a tight timeline if we want to include Council-wide actions given that many of the Working Groups won't be meeting until September.
  - o CM: We do have OEd staff on each of the working groups. We can have an internal discussion and ask our staff when they think their groups are ready for the consultation process to ground-truth the tasks and milestones. The October 1 deadline is not a hard deadline although it would be good to get the plan out as early in the fiscal year as possible
  - o LK: The plan isn't meant to be comprehensive. If we could get one or two examples from each program although we could do more. We have enough information so grabbing the top identified milestones should not take too much time.
- BR: What are the expectations for reporting on the milestones given these are two year actions.
  - o LN: The thinking is we would ask for updates/data annually during the Unified Data Call. In FY16 we should see what can be reported out – maybe as baseline numbers. For the second year we can then get a better idea of progress.
  - o LK: This is something we need to think through. The new pieces of the implementation plan need to settle in together but we will need to have some reporting out on the programmatic actions. CM: Ideally programs will report on the programmatic actions during next year's UDC/accomplishments report window. LK: If you have a two year action

then you don't need to have final report next year but some kind of update on progress would be very helpful. CM: It may take us a few years to get to this point but the ideal end state would be to have all of this reporting aligned.

- LHR: When we initially submitted the programmatic actions it wasn't clear whether we would then select a subset for inclusion in the plan or include them all. It seems that we are, in fact, accepting all of the actions.
    - LN: All of the proposed actions seem to be good next steps for the programs. But if some need to be removed or added that would be okay. The key is connecting them back to the new Strategic Plan.
    - CM: View this as an opportunity for programs to highlight their work in an official NOAA document. Often times education work is rolled up into a broader plan – very rarely do education actions make it all the way through the process. Highlighting our work is another benefit of including programmatic actions in the plan.

Updates and Announcements

- LHR: Having a carbon networks workshop next week hosted by the Exploratorium, Pacific Science Center, and Pacific Marine Environmental Lab on our Seattle campus. Going to have presentations and workshops focusing on ocean acidification and research and education. Have also partnered this year with a number of organizations to better reach underserved communities for our Science camps. For example, the Math Engineering Science Achievement group at the University of Washington connected us to a school in the south Puget Sound area from which 20 students came to our camp. The students were covered by scholarships from the Joint Institute of Study for Atmosphere and Ocean. Also had one disabled student who traveled from California.
- MK: Hollings and EPP scholarships open September 1 through the end of January.
- PK: Co-authored a paper with LK "NOAA: Open for Business" in a special issue of the Marine Technology Society journal entitled Blue Futures: Educating the Next Generation. This should be published in the next two weeks. Will also be giving a presentation on this topic at Oceans 2015. Also please follow along with our NW Hawaiian Islands expedition – we have some great ROV video coming in from that. As of yesterday NOAA has successfully signed a renewed MOA with the Challenger Center in Washington, DC.
- SB: Have held several summer camps for students in Honolulu. Featured a room with Okeanos feed – very exciting for the students to interact with the scientists.
- JG: Sea Grant will be holding its performance review panels in October – JK will be working on Ocean Literacy review panel with CM. This should help us evaluate what has been going on in Sea Grant regarding education. Maia McGuire from Florida Sea Grant received a marine debris grant for her micro plastics curriculum and will be sharing curriculum. Had our yearly sea grant educators meeting at NMEA. It was discussed (again) that we need to increase communication in the network.
- KJ: Had finals week for EPP and Hollings scholars at the end of July. Thank you to everyone who helped and participated in this. If anyone knows of any undergraduate students working in STEM or NOAA related science fields who

might be interested in next year's scholarship programs please help us spread the word.

- MF: NWS Education has been reorganized – now in Communications Office under the NWS Chief of Staff. They are very supportive of education so we are moving forward with some ideas we've had for education. We have started a new back to school social media push using ambassadors, WCMs, field support, headquarters, FaceBook, Twitter, and Owlie. Featuring our resources internal to NWS as well as NOAA's education resources along with some of our prominent partners. Will start earlier next year as some parts of the country start school in August. Also trying to create a better education presence on the web – short-term update to Owlie website to make them more inclusive so they don't only focus on kids but also target formal and informal educators. We have a long-term plan once we get funding. We also got approval to link to education right from the NWS homepage. In the past people had to dig down to find education resources.
- LK: Thanks to Leah Henry for all of her work and we wish her the best of luck in her new job at the California Coastal Commission.